

# How Canadians Perceive Gas Price Hikes



## Report



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# 1. Study Highlights

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- Opinions divided when it comes to nationalizing Canadian oil resources and oil companies.

Question: *Would you agree or not with the government nationalizing ...?*

N=1500	...Canadian oil RESOURCES	...Canadian oil COMPANIES
Agree	49%	43%
Disagree	34%	41%
Don't know	17%	15%

- Following hikes in the price of gas, the government of Canada should lower gas tax and set the price of gas at the pump.

Question: *In your opinion, should the Government of Canada ...?*

N=1500	...intervene following the recent gas price increase?	... lower taxation on gas nor not?	...top the price of gasoline at gas stations?
Yes	76%	78%	54%
No	20%	19%	33%
Don't know	4%	3%	13%

- Oil companies: mainly responsible for the recent gas price increase.

Question : *According to you, who is mainly responsible for the recent gas price increase?  
Is it...*

N= 1500	
...oil companies	26%
...oil producing countries	18%
...the United States	14%
...governments	10%
...the war in Iraq	10%
...China	1%
...customers	1%
...supply and demand	1%
Other	3%
All of the above	10%
Don't know	6%

- Gas consumption has remained the same for the majority of Canadians since the sudden rise of gas prices.

*Question: Personally, has your gas consumption diminished, increased or remained the same since the recent gas price increase?*

N=1500	Diminished	Increased	Remained the same	Don't know / refusal
Canada	25%	9%	63%	3%

## 2. Results

### 2.1 Opinions divided when it comes to nationalizing Canadian oil resources and companies.

Nearly one Canadian out of two (49%) agrees with nationalizing Canada's oil resources, 34% disagree and 17% of respondents did not answer.

Quebeckers (67%), people 25 to 34 years of age (59%), francophones (66%), students (72%) as well as people with a college level education (55%) are proportionately more likely to agree with nationalizing Canada's oil resources.

However, men (41%), anglophones (39%), Albertans (49%), people with a household income above \$80,000 (45%), professionals (40%), retirees (39%) and university graduates (47%) are significantly more likely to disagree with nationalizing Canadian oil resources.

Question: *Would you agree or not with the government nationalizing Canadian oil RESOURCES...?*

N= 1500	Canada	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	BC
Agree	49%	53%	67%	45%	40%	36%	42%
Disagree	34%	27%	24%	34%	36%	49%	39%
Don't know	17%	20%	9%	21%	24%	16%	19%

Opinions are somewhat divided when it comes to nationalizing oil companies. In fact, 43% of Canadians agree and 41% disagree with nationalizing Canadian oil companies.

Quebeckers (61%), people 10 to 24 years of age (62%) and 25 to 34 years of age (51%), francophones (61%) and people with a high school (49%) or college (49%) level education are proportionately more likely to agree with nationalizing Canadian oil companies.

Moreover, men (50%), people 45 to 54 years of age (50%) and 65 years of age or older (48%), anglophones (47%), Albertans (59%), people with a household income above \$80,000 (55%), professionals (50%), retirees (46%) and university graduates (58%) are significantly more likely to disagree with nationalizing Canadian oil companies.

Question: *Would you agree or not with the government nationalizing Canadian oil COMPANIES...?*

N= 1500	Canada	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	BC
Agree	43%	46%	61%	39%	33%	30%	38%
Disagree	41%	37%	31%	41%	49%	59%	46%
Don't know	14%	17%	8%	20%	18%	12%	16%

## 2.2 Following hikes in the price of gas, the government of Canada should lower tax on gas and set the price of gas at the pump.

In fact, 76% of people surveyed are of the opinion that Canada should intervene following recent hikes in the price of gas as opposed to 20% who claim otherwise, i.e., that Canada should not intervene. Moreover, 78% of Canadians are in favour of lowering taxes on gas compared to 19% of Canadians who disagree.

Women (81%), francophones (86%), Quebeckers (83%), people with a household income between \$20,000 and \$39,999 (86%), homemakers (90%) and people with a high school level education (81%) are significantly more likely to be in favour of the government intervening following recent gas price hikes.

Finally, as far as lowering taxes on gas, Canadians who are the most in favour are women (83%), people with a household income between \$20,000 and \$39,999 (85%), the unemployed (90%) as well as people with an elementary (91%), high school (83%) or college (83%) level education.

Question: *In your opinion, should the Government of Canada ...?*

N=1500	...intervene or not following the recent gas price increase?	...lower taxation on gas or not?
Yes	76%	78%
No	20%	19%
Don't know	4%	3%

More than half of Canadians (54%) agree to say that the government should set a ceiling for the price of gas at the pump. Quebeckers (74%), francophones (75%) as well as people with a high school level education (63%) are proportionately more likely to be in favour of a maximum gas price.

Moreover, a third of the people surveyed (33%) do not agree with this measure. It is mainly men (37%), anglophones (37%), Ontarians (38%), people with a household income of more than \$80,000 (45%), professionals (39%) as well as people with a university education (46%) who are proportionately more likely to disagree with a ceiling on the price of gas at the pump.

Question: *In your opinion, should the government top the price of gasoline at gas stations?*

N= 1500	Canada	Atlantic Provinces	Québec	Ontario	Prairies	Alberta	BC
Yes	54%	49%	74%	47%	51%	48%	49%
No	33%	32%	23%	38%	41%	33%	34%
Don't know / refusal	13%	20%	3%	15%	8%	20%	17%

### 2.3 According to 26% of Canadians, oil companies are mainly responsible for the recent gas price increase.

One Canadian out of four (26%) says that oil companies are mainly responsible for the recent gas price increase. Moreover, 18% of people surveyed think that it is more oil producers and 14% say it is the United States who is mainly responsible for increased gas prices. Moreover, 10% of Canadians claim that it is a combination of all these factors responsible for this gas price increase.

There are more francophones (33%), Quebeckers (34%) and people whose household income is between \$40,000 and \$59,999 (32%) who believe that oil companies are mainly responsible for the recent gas price increase.

Question: *In your opinion, who is mainly responsible for the recent gas price increase?*  
*Is it...*

N= 1500	
...oil companies	26%
...oil producing companies	18%
...the United States	14%
...governments	10%
...the war in Iraq	10%
...China	1%
...customers	1%
...supply and demand	1%
Other	3%
All of the above	10%
Don't know	6%

## 2.4 Gas consumption has remained the same for the majority of Canadians since the recent gas price increase.

According to 63% of people surveyed, their gas consumption has remained the same since the recent gas price increase; while for 25% of respondents it has diminished and for 9% of them gas consumption has increased since the sudden rise in prices.

Also, 27% of Canadians who have a car say that their consumption has diminished since the recent gas price increase compared to 11% of Canadians who do not have cars.

Among people who claim that their gas price consumption has remained the same since the recent gas price increase, there are stronger proportions of men (67%), people with a household income of \$80,000 or above (70%), professionals (69%) and university graduates (69%).

*Question: Personally, has your gas consumption diminished, increased or remained the same since the gas price increase?*

N= 1500	Diminished	Increased	Remained the same	Don't know / refusal
Canada	25%	9%	63%	3%

## Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from August 24 to August 31, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is  $\pm 2.6\%$ , 19 times out of 20.

### 3. Questionnaire

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#### PC6

PC6. In your opinion, should the Government of Canada intervene following the recent gas price increase?

Yes .....	1
No .....	2
Don't know .....	8
Refusal .....	9

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#### PC7A

PC7a. In your opinion, should the government lower taxation on gas or not?

Yes .....	1
No .....	2
Don't know .....	8
Refusal .....	9

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#### PC7B

PC7b. In your opinion, should the government top the price of gasoline at gas stations?

Yes .....	1
No .....	2
Don't know .....	8
Refusal .....	9

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#### PC8

PC8. According to you, who is mainly responsible for the recent gas price increase ?

Is it...

READ

Rotation => 5	
...oil producing countries.....	01
...oil companies .....	02
...the Unites States .....	03
...governments.....	04
...Irak war .....	05
.....	06 N
.....	07 N
.....	08 N
.....	09 N
Other .....	96 O
All (DO NOT READ) .....	97
Don't know (DO NOT READ).....	98
Refusal (DO NOT READ) .....	99

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**PC9**

PC9. Would you agree or not with the government nationalizing Canadian oil RESOURCES?

Agree .....	1
Disagree .....	2
Don't know .....	8
Refusal .....	9

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**PC10**

PC10. Would you agree or not with the government nationalizing Canadian oil COMPANIES?

Agree .....	1
Disagree .....	2
Don't know .....	8
Refusal .....	9

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**PC11**

PC11. Personally, has your gas consumption diminished, increased or remained the same since the recent gas price increase ?

Diminished .....	1
Increased .....	2
Remained the same .....	3
Don't know .....	8
Refusal .....	9

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**PC12**

PC12. DO you own a car or not ?

Yes .....	1
No .....	2
Don't know .....	8
Refusal .....	9

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5. Cross Tabulations

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